CHAMPION CALLERS-Top winners in the 1981 World Livestock Auctioneer Championship held at Saint Paul Union Stockyards, So. St. Paul, Minn., recently, are: World Reserve Champion Bud Knight (left), Sturgis, S.D.; World Champion, Doug Jaggers, Rushville, Neb.; World Runner-up Champion, a tie between Keith Saathoff, Creighton, Neb., and James Carrithers, Johnson, Kan.

Breeder says new fence stronger, safer than old barbed wire fence

pleted the West Coast's wires to serve as starting first installation of the high points for stretching and tensile wire fence system. breaking, and ultimate originally developed on the vast sheep, cattle and horse ranches of New Zealand and

Pressure creosoted posts, in combination with high tensile galvanized steel wire possessing nearly twice the breaking strength of twoply barbed wire, comprise the principal components of the "HTF" system, supplied by Koppers Company. Inc. (HTF is a Koppors

The wire, developed by U.S. Steel Corp., is 121/2 gage "USS Max-Ten 200" with a tensile atrength of 200,000 lb. per square inch.

ses, "the new system is clean and uncluttered in absolute minimum of main-tenance." soil bacteria, decay fungi, soil or agricultural chemi-

Because of its high tensile cals.

☐ Please charge

The wire has Type III galvanizing, which means a coating of zinc at least 250% heavier than most brands of barbed wire and woven wire. The heavier coating can extend wire service life up to 35 years in humid regions, and to more than 50 years in relatively dry cli-

ed wood posts with a high strength-to-weight ratio kink wires at corners or to injure livestock, provide the most suitable material 'Apart from all its other for use with the high tensile attributes." Dever asses, wire, Pressure creosoting provides up to 40 years of resistance to damage by dosign, is easily and rapidly weather, termites or other installed, and requires an wood destroying insects.

strength the newly deve-loped Max-Ten wire is the use of smaller posts and capable of being pulled up makes possible the extentighter along an entire fence sion of spacing between line, resulting in a straight- conventional line posts to as

Ralph Dever recently com- with no loose or sugging terrain by installation of pressure treated hardwood battens, or "Droppers." between the posts. Also, the The high tensile system was penetration by livestock or individual wires can be selectively charged or grounded, depending upon the kinds of livestock to be contained, or predators

>{Or&!!};:{OJ5|

JOHN B. COLLIER, JR.

WILBUR HARTZELL Wilbur W. Hartzell Sr., noted Cayucos, Callf. rancher, died

lospital. He was 77. Born in Minneapolis, Minn. Hartzell moved to California in the 1920's and attended Cal Poly before he moved to Cayucos In

He was the county Cattleman's Assn. "Cattleman of the Year" in 1970. He was a member of the Cattleman's Assn. and had served as county and state

San Luis Obispo County Farm Bureau, served on the county Agriculture Stabilization and Conservation Committee and the Agriculture Liaison

Walnut Creek; 12 grandchildren

Shumaker founded Everemen a ploneer producer of fand forming and related agricultural He was born March 6, 1887 In

Fullerton, Neb., and was release and educated in Fremon, Neb. Before moving to Denver in 1924 he was a banker in eastern Nebraska and northern Colorado



Manufacturing, he directed its until he moved to California in 1952. There, he owned and operated the 7,000-acre El Nique He retired in 1969.

- REGISTERED DEVON CATTLE -Breeding Stock Available at All Times



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Obituaries

John B. Collog, Jr., a wellestablished businessman and tounder of the Collier Diamond C Ranch near Stephenville, Toras, died recently in a Fort Worth hospital after a brief lliness. He recently in a San Luis Obispo

Deeds Award in 1976; an award

given annually by the club to a person who has made outstand-

ness and community.

He was the recipient of the Golden Award in 1968 from the poultry and dairy Industry, the

can Meat Institute also in 1968

and the golden award from the Pacific Coest Butter and Egg Association in 1989.

Collier was a director of the

First National Bank of Fort Worth, Texas Employers insur-

ance Co. and The Tandy Corp. He

also served as the vice president

xposition and Fat Stock Show in

and director of the Southwester

Worth family, Coiller formed the Fort Worth Poultry and Egg Co. in 1921. The company quickly became one of the major processors of dairy and poultry products in the country.
In 1939, he purchased the ranch near Stephenville, Using business. In 1943 he switched his business to beef cattle.

performance testing and an avant-garde method of genetic evaluation, Collier Diamond C now boasts more than 12,000 acres.
Collier served as president of organization. He was also a member of the the Exchange Club, which presented him with the Golden

Hartzell is survived by his wife,

Mary (Blaggini); two sons, W.W. Hartzell, Jr., Templeton; and Charles, Cayucos; a daughter, Joanne Mattison, Salinas; a sister, Mrs. J.P. Polhemus,

EUGENE SHUMAKER Eugene C. Shumaker, retired founder and chairman of the Everaman Manufacturing Co. of Denver, died recently at his home

Congress considers newest reform bill

Comments

While on our pre-tour trip

route we'll follow for the

Southwest Ranch Study

west

CROW and returning

there Oct. 19), there were

literally thousands of steers

infeedlots being custom fed

Now our agricultural

attache confirms the

demand for beef in

Mexico puts carcase

pricer, in that country

far ahead of ours-

\$132 a cwt. compared

with a Midwest price of

\$113 for choice last

CNS quoted our attache saying a reliable source

in the Mexican government

had confirmed that Mexico

is importing beef from the

U.S. and may continue

importing U.S. beef indefi-nitely to keep pace with

growing Mexican beef demand.

These imports may

simply be an effort by

the Mexican govern-ment to force domestic

producers and whole-salers to lower their

prices from what the

government considers

to be artificially high lavels, the attache said.

However, it is more

lkely the imports stem

from the government's

recognition that Mexican domestic beef pro-

duction is not keeping

pace with demand, he

Permits were granted for

for Mexican cattlemen.

eastern

Mexico (start-

ing from El Paso Oct. 14

four principal food safety laws-the Federal Food, Drug and Cosmetic Act, the Meat and Poultry Products Products Inspection Act—to tions in the regulation of potentially harmful food ngredients. The legislation has widespread support in the U.S. food industry, reports CNS.

A similar bill was also introduced into the House. Under the legislation, a

Senators Orrin Hatch food additive would be (R-Utah), and Jesse Helms deemed safe if it posed no (R-N.C.), have introduced significant health threat to legislation that would sub- humans. Thus, the legislastantially alter current U.S. tion would not require the banning of substances The bill would amend the proven to pose inconsequential health risks, according to Hatch.

empower the U.S. Food and Inspection Acts and the Egg Drug Administration to allow the phase-out of a give regulators more op- potentially harmful substance used in food rather than requiring an outright ban on its use. The legislation would

The legislation also would

place potentially hazardous food additives with a long history of use and for which there were no substitutes in (Continued on page 7)

ne battle v -criti-John Huston, pr (Staff photo by Tortha Wills, of the Nation

WESTERN JOURNAL ACROW PUBLICATION & News • Trends • Sales • Shows • Markets

Ohio marketing firm outlines \$7.86 million ad campaign

State and national beef promotion leaders met in unveiling of Management Horizon's consumer marketing, advertising and promotion plan for 1982.

The Columbus, Ohio, marketing firm was hired by the Beef Industry Council (BIC) of the Meat Board in February to coordinate a national promotional campaign for the beef industry. Presenting the eight section olan were Dr. Wayne Talarzyk and Ron Cowman.

0,000 carcasses and about 000 have already crossed the horder from the U.S., the attache said. Moreover, **电路** lerico's Rural Credit Bank equested import permits from the Secretary of Commerce for 40,000 beef orcases to exert downside pressure on domestic beef prices. The attache said

met of the imported ctains from the Amar-lia, Texas area and is belie shipped directly libe Mexico City mar-Talarzyk

have read that cattlemen have the U.S. imports the U.S. imports the U.S. imports the transfer in the cattlement in the cattlement is sufficient.

the Kansas City workshop in March; and 5) library

Talarzyk said enough was learned from those sources to make "specific recommendations for the '82 campaign." However, he added more information is needed and urged the BIC to conduct a national consumer study. "That should be a high priority in

In order to make the switch from red to black ink in industry ledgers. Talartyk said the beet needs to realize that it i competing with a variety of sources for the consumer's dollar-other protein foods, non-meat foods, non-food necessities and pleasure purchases. He warned that the industry must also recognize and address changing consumer life-styles—the bulk of growth styles—the bulk of growth retailers. By combining will be in the 25-44 age their promotional efforts group; more women are working outside the home; two-income households, single households and family incomes are increasing; consumers are better edu-

cated, demand more leisure

time, and are health and

value/price priented,

"We're looking at 1982 as new beginning," said Talarzyk in opening remarks. The overriding objective of the plan is not simply to increase beef

American Meat Institute; 3) the roller coaster," said consumer surveys by Man- Talarzyk citing the current agement Horizons; 4) inter- trend to promote only when Denver recently for the action with industry people prices are low and not unveiling of Management around the country and at year-round.



Talarzyk said promotion al efforts must be directed to both light users (to increase consumption) and heavy users (to protect current consumption levels). He also stressed the need to work closely with with the beef industry's 'you can greatly increase the bang for your buck,"he

: Talarzyk outlined the four major positioning appeals he feels the industry should include in their 1982 campaign: 1) the price/ The industry needs to value aspect of beef should make a "long-term commit, be stressed; 2) beef's

Range policy proposes selective management A draft rangeland man- bureau would focus its most

agement policy proposed by intense grazing managethe Interior Department's ment efforts on these lands. Bureau of Land Management would establish a selective management system for administering the nation's 170 million acres of federal rangeland, reports

According to the bureau, these rangelands provide grazing for an estimated 4.4 nillion head of livestock.

Under the proposed selective management system, which has not been signed by Interior Secretary James Watt, the bureau would group areas with similar characteristics into one of three management

The assignment of individual grazing allotments to categories would be determined by whether BLM's management goal for that allotment would be to improve, maintain or prevent the doterioration of the rangeland within that allot-

Once the bureau had categorized all rangeland allotments, it would determine the appropriate graz- quired by law before the ing management actions required to meet these

Since the allotments in the improvement category under court order to prepare would have the most 144 site-specific Environforage productivity and covering 170 million acres of return on investments, the

FDA to propose voluntary labeling

The U.S Food and Drug Administration plans to propose voluntary guidelines for sodium content labeling of foods, FDA Commissioner Arthur Hull Hayes told a group of food manufacturers in Washing-

Reports CNS, Health and **Human Services Secretary** Richard Schweiker told the group he believes that voluntary industry efforts to provide sodium content labeling and reduce sodium

purposes of the proposed selective management approach is to establish a priority ranking for funds available for rangeland improvements. The use of funds appropriated by Congress under the Federal Lands Policy and Management Act would be concen-

trated on allotments in the

improvement category. Under the proposed policy, range improvements on lands where the bureau's goal was to maintain or prevent deterioration would be funded through private investments and range betterment fu.ds-which constitute 50% of the total grazing fees collected by BLM. The policy would also give BLM state directors wider latitude in determining how to allocate discretionary range betterment funds.

The policy is designed to streamline the process of preparing the Environmental Impact Statements rebureau can implement proposals that would significently affect public land use. The bureau currently is public range by 1988.

ton D.C.

lobster.

Western Livestock

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Japanese feed purchases to be slow, say analysts

Inpanese feed grain. The rapid pace of purchases will continue Japanese purchases was incentives, said the analyst, from the U.S. There are sluggish and there may be precipitated by the rumored the Japanese may not have none from Thailand, amaga noorders until September if removal of the U.S. grain been too active this year supplier in past years, world grain prices remain embargo on the USSR because of sluggish domes.

Another reason January locked in the current price followed by USDA reports tic live cattle and hog purchases have eased in the range, grain analysts told

having been digested in through the early spring, world grain markets, the Japanese feed grain purchases progressed at such a Japanese have come to take rapid pace that U.S. and a second look at their Japanese government agri- attitudes," said one anacultural officials predicted lyst. Many believe Japan overbooked early this year imports would exceed the and needs to adjust its 1980 level.



"With all those factors

ROYALTY-The 1981-82 Texas Hereford Queen was crowned recently at the Centennial Hereford and Texas Junior Hereford Assn. field day held at V Bar Ranch. Stanton. Pictured are former Texas Hereford Queen, Shelly Summerour (left), Dalhart; Lea Weinheimer, '81-'82 Queen, Stonewall; and, Jonama Cox, Texas

Regulators voice strong objections to scientific arbitration panel plans

mine "scientific truth."

However, USDA would

data obtained by scientists

would be reviewed and

evaluated by their peers, Houston said.

Deputy FDA Commis-

sioner Mark Novitch told

the subcommittee on de-

partment operations, re-

search and foreign agricul-

ture that the bill was based

on the faulty assumption

Regulators have access to

Novitch said in prepared

remarks. Novitch said that

regulatory decisions involv-

ing safety issues are only

partly scientific because

they also involve legal and

Novitch testified that

assigning an independent

body the task of making binding scientific decisions

divorced from these other

considerations would result

in worse decisions, greater

inconsistency, delay and increased public confusion.

He said inconsistency in

policy considerations.

tablish an independent scientific panel to become of scientific fact used as the basis for health and safety regulations, reports CNS.

Wendy's Sisters

Wendy's, the fast food

hamburger chain, is test

marketing a new chicken

restaurant which they call

Sisters. They are featuring a

one piece chicken dinner for

\$1.79 and a four piece

dinner for \$3.79. Obviously,

they are quite serious about

their chicken business, as

they have upped their

advertising and promotion

budget by 50% which

equates to \$60 million to

The bill, introduced by Representative William Wampler (R-Va.), would create a national science council whose rulings on scientific questions would be binding on the regulatory

Included among these agencies would be USDA's Food Safety and Inspection Service (FSIS), the Food and Drug Administration. the Environmental Protection Agency and the Occupational Safety and Health Administration.

that the federal government now lacks high-quality Under the bill, the council expert advice on scientific would establish a mandatory procedure for determining questions of scientific excellent scientific advice fact—such as whether a from both government and er substance. like borne cotton dust, posed a health hazard.

After evaluating available ecientific data, the council would determine whether the substance in question, when compared with other known health hazards, posed a high, moderate, low or zero risk to man, based on the number of people that would be exposed to that substance

FSIS Administrator Donald Houston told a House

Coming Auctions July 24 Aug. 1 — American Paint Horse Asen, National Show, Okianoma City, Okia

HORSE AUCTION July 31-American Faint Horse Asan National Sale, Oklahoma

government decision making is already a significant problem since individual bealth hazards are subject

to different federal statutes. many of which reflect differing judgements as to what constitutes an accept-

Three federal regulators agriculture subcommittee derlying problem in health opposed, at least in part, that USDA would oppose and safety regulations is not legislation that would es- any bill that would force the inability to get agree-"binding arbitration" on ment on scientific fact, but federal regulators or esta- rather in deciding what corporation, if a farming blish a single, omnipotent regulatory action to take in panel of scientist, to deter- response to these facts.

In prepared remarks, Anderson said the proposed council would take away welcome guidelines that from the regulatory agen-would establish a more cies some of the functions

perform. Frederick Robbins, president of the National science alone often cannot provide the definitive answers needed for regulatory decisions. He said this is often because the experiments needed to provide these answers are impossible to perform.

"It is important not to expect too much of science and force it to do what it in fact cannot do," Robbins said in prepared remarks. sions in the field of regulation usually must be made in the absence of complete data and in the



CATTLE AUCTION able risk appointed associate directivity to of government affeired appointed associate directivity to of government affeired appointed associated appointed associated direction and the control of government affeired appointed that the up to the National Cattle appointed associated that the up to the National Cattle appointed associated directions and the National Cattle of th

If not for these external a dominant portion comis-Another reason Japan's of tight U.S. corn carryover markets. Hog numbers

1979-80 slaughtering of tache's office in Tokyo predicted the surplus in will go into mixed feeds a pressed feed grain demand s the increasing diversion the first or the second and preparation conveof rice paddies to other quarter of this season, Exactly 150,000 tons were

earmarked for such use, and Forestry and Fisheries has are expected to be used by enforced a second phase of feedmakers when the its program to convert the decide their feed formula. paddies to other crops, shortly, the attache said. The attache also said the Japanese food agency want

to sell 40,000 to 50,000 lots secure some contracts by of rice monthly to feed August but the amount manufacturers, bringing should be very limited. It the total rice feed usage to about 500,000 tons annually to think there would be no for the next three years. To the relief of com

growers, agency official Japan had covered in part said the rice will most t its October-December corn displace sorghum rathe

Tax Corner

EDITOR'S NOTE: Tax Corner is a column appearing the first week of each month in WLJ. Authors Daniel Japha and Ernest Panasci. attorneys at law with the Denver firm of Rothgerber, Appel & Powers, urgo readers to discuss matters desonal tax or law advisor.

breeding animals.

Contributing to

crops, analysts said. The

Ministry of Agriculture,

primarily wheat, soybeans

and sugar beets.

By DANIEL JAPHA and ERNEST PANASCI

liquidation will have significant tax consequences to the shareholders of the corporation liquidates special problems can arise particularly when unharvested crops are sold with the other farm assets.

Under Section 837 of the Internal Revenue Code, the flexible system under which which these agencies were assets of the corporation expressly established to may be sold without recognizing any gain to the corporation if the corporation dissolves within a year Academy of Sciences' Insti-tute of Medicine said that complete liquidation. However, certain transactions will cause gain to be recognized by the corporation. Such transactions

The depreciation recapture rules are complicated but are not applied differently to liquidation of farms and ranches than to the liquidation of any other corporation.

problems in a farm liquidation. In general, the sale of crops generates ordinary income to the corporation. If an entire crop is sold while it is still growing at the same time and to the same person as the land on which the crop is growing is sold, Section 1231 of the Internal Revenue Code converts the ordinary income into capital gain by classifying the growing crop

However, Section 268 of the Internal Revenue Code provides that if an unharvested crop is considered property used in the trade of dusiness, under section 1281, in computing the

as 'property used in the

trade or business."

corporation for the year of sell those messages vigoliquidation, the corporation is denied a deduction for the cost of planting that crop.

convert the cost of planting

an unharvested crop in a ordinary income rather thu; capital gain income when the corporation liquidates Because ordinary income will be taxed at rates which may be considerably highs than capital gains rates. Section 268 becomes significant disadvantage growing crops are sold in it. corporate farm liquidation

If a liquidation is propa为 created by Section 268. b an unharvested crop mus be sold or exchanged at the same time and to the same person as the land to which it is attached. If during the farming operations the unharvested crop is soldio. person different from the person who purchases the

ferming operation is liquid ated careful tax planning necessary. For this ress we urge you to consult we tax professional before such The sale of unharvested a transaction is complete crops can create unique

> 120,298-ACRE MOUNTAIN RANGE Near Gardner/Westcliffe. Carrado in the Wet Mountain was in excellent cattle country, includes valuable mineral metal water rights. timber and sty reservois.

> buildings and six reservoirs fishing and irrigation. Prior sell at \$225/acre with 100 Management available Justrated brochure; 901 contacti:

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Livestock, meat industry compete on variety of fronts, speakers say Speakers at the recent vegetable protein, the poul- his statements linking the seriously doubt that most industries." He also said

Ohio State University

must fit in with the consum-

er's lifestyle and needs, he

the cyclical nature of the

industry and its prices. "I

would talk about nutrition.

the time-saving and con-

venience aspects" of the

industry's products, as well

as trying to "soll the

The major factors making

today's consumers different

than their predecessors. Dr.

Talarzyk said, are economic

trends, sociological forces

"Don't promote

Livestock Marketing Con- try, fish and dairy indusgress '81 made it clear that tries. today's livestock and red Ohio meat industry isn't just marketing specialist Dr. markets. Hog numbers recently started sale di competing with other pro-have been tight since the surplus rice to feedmaker. Wayne Talarzyk then explained the numerous facthe U.S. agricultural at er's protein dollar - it's also tors influencing today's being challenged by growing concerns about such things as nutrition, health purchases. Dr. Talarzyk consumption will decline.

Today's consumers what makes them spend Any promotional program their protein dollars, what they want and how to appeal to them-were put under a price," he said, because of microscope by nearly 30 speakers and panelists. Congress '81, conducted by Livestock Merchandising

Institute, Kansas City, Mo., brought together top industry officials, marketing experts, consumer spokesmen, industry competitors and economists to probe the reasons behind the inroads made in traditional livestock and meat industry markets by competing protein sour-

nehind the changes in In general, several of the today's society, and different lifestyles. The implicaspeakers advised the industry to develop specific tions for the livestock and messages for the segmentred meat industry are that ed consumer market, and today's consumer shops for protein bargains; is less rously. Marketing leaner influenced by traditional beel, coming up with new, values that have included a easier-to-prepare products steady diet of industry and finding ways to improve products, and wants to the industry's efficiency— 'feel good'' about product from conception to conpurchases. Ralph Nader told the

quent suggestions. The two-day Congress audience that the industry began with an audiovisual should not fight consumer program detailing the grow-concerns about nutrition but let's think of each other ing challenges to the and health, but should come as cooperators in the food livestock and meat industry up with ''leaner and leaner business.'' by such competitors as products," Challenged on

director of the agency.

Starting Oct. 1, BLM will

charge a fixed fee of \$200 for

It will cost more for Burford said. "This year, structured, there may be people to adopt a horse or opportunities for planning burro from the Bureau of to avoid the harsh reads Land Management begincreated by Section 268. In ning this fall, according to order to trigger Section 264. Robert Burford, national this an inappropriate use of

He added that the Office s wild horse and \$75 for a of Managment and Budget wild burro in an effort to and the House Committee liquidation of the corporate make the program more on Interior and Insular self-sustaining. Transporlation costs will also be added to the fixed fee.

all also be make the program more on interior and insulation and interior and insulation and insulation and interior and insulation and in

"Increasing adoption \$525 to round up and place less for wild horses and each wild horse and burro in include the sale of certain assets on which depreciation has been taken prior to liquidation and the sale of unharvested crops during the liquidation.

The depreciation are sale of certain assets of which depreciation and the sale of unharvested crops during the liquidation.

Include the sale of certain assets on which depreciation as a different times, and placed in the Adopt-A depreciation and the sale of unharvested crops during the liquidation.

Chicago considers tax on futures transactions and place each wild horse and burro for wild horse and burro of the adoption program, BLM

Chicago considers tax on futures transactions

As in most other areas. A Chicago alderman has proposed by Mayor Jane business. Stone denied that aim and claimed that most business. Stone denied that aim and should be a composed by Mayor Jane business. Stone denied that aim and claimed that most business. Stone denied that aim and claimed that most business. Stone denied that aim and claimed that most business. The proposed by Mayor Jane business. Stone denied that aim and claimed that most business. The proposed by Mayor Jane business. Stone denied that aim and claimed that most business. Stone denied that aim and claimed that most business. The proposed by Mayor Jane business. Stone denied that aim and claimed that most business. The proposed by Mayor Jane business. Stone denied that aim and claimed that most business. The proposed by Mayor Jane business. Stone denied that aim and claimed that most business. The proposed by Mayor Jane business business. The proposed by Mayor Jane business business by Mayor Jane business by Mayor ystem with a new tax on committee, the full council futures and securities trad- and Mayor Byrne. A in the city, local spokesman for the mayor be a "net loser" if it passed

overnment officials said, said the city would rather such a tax. sthange officials imme- see the Illinois legislature distely vowed to fight its save the transit system. CME executive vice pre-Reports CNS Alderman

sident, Beverly Splane, said Bernard Stone said his such a tax would cut into proposed tax—which would amount to between \$.75 and thin brokerage firm profit margins and make doing \$16 a contract, depending business here unprofitable. on trading volume—would She said the New York filse 875 million a year to His proposed tax would affect all futures transacfutures exchanges are already proving to be tough competition and the city tax might make a CME move from here "a certainty." Splene added that CME ions at the Chicago Board

officials are still delaying the signing of a lease for a Aercantile Exchange planned move to a \$17 Exchange and stock trans—Signaturns at the Midwest consider the Midwest consider the Stock Exchange, he said. million trading complex. She said CME officials cannot go ahead with such a commitment to stay in the city unless there is clear evidence the tax climate will allow during a profitable

American Soybean Assn., Lee Weddig, executive Dr. Joseph Rakosky, led off vice president of the Session III, devoted to "Our National Fisheries Institute. Competitors." He said the growing use of vegetable tered" to be considered "as protein was because these some sort of competition." products are functional, He pointed out that there nutritional and econom- has been a 22% increase in ic." Maintaining that the per capita fish consumption since 1966, with sales of fish use of protein extenders in meat kept consumers buy- and shellfish totaling about ing meat they might \$13 billion last year. otherwise pass up, Rakosky

them." He also advised

saturated fat causes dis- against talking about the

moderators during Sossion IV discuss "Our Challenge."

The theme for this year's Congress, which was held in

Minneapolis. Minn., recently, was "Competing For The

Weddig also said he said, "Let's stop thinking of didn't think his industry each other as competitors, felt they were competitors with the livestock industry,

The wild horse and burro

adoption program was

initiated in 1971 following enactment of the Wild

Horse and Burro Act.

Oregon was the site of the

first wild horse adoption in

launched as a means to ease

overcrowding of wild horses

heart disease and cancer.

Nader maintained there will

never be "absolute proof"

that a high intake of

probable link.

Protoin Dollar.'

Adopt-A-Horse fee hiked, reports BLM

growth. Range conditions in Saying that the hog industry's overproduction year by year," Burford said. An estimated 70,000 wild horses and burros roam the

ranges of 10 western states. Fifty-eight percent of the wild horses are in Nevada. The new fees charged by

have been unable to keep

pace with their population

and burros on public BLM will also apply to "Even though BLM has from Forest Service land spent more than \$27 million and placed in the Adopt-A-

Stone said the exchanges

also are forgetting that the

\$250 million in salaries annually and the city would tax is proposed." CBT President Robert city provides services such

Wilmouth said the plan as public transportations would undoubtedly drive and schools to educate the futures industry out of the city.

futures exchange employ-

HIGH SELLER-The high selling bull at the Escoba Brangue Sale In Tuecola, Texas, was ECC Mays Chief. FREE (to cattle producers who quality)
Tier 1979 built by Mays cold to Ray Moddy of Rocksplings
Texas, for \$50,000 (86sf8 photo by Lee Pitte)

industry's products with people cat red meats the livestock industry challenged to become more because they consider them "should take advantage" of efficient. W.T. 'Dub' Borry, nutritious they est red meats because they enjoy

menu'' items as steak and

ease, but said there was "nutritional superiority of the marketing manager statistical evidence of a one product over another," saying this "could be an largest poultry producers, Wayne Farms, told the audience that "we're in this together .. we've got to use every tool available to us to promote our products." Frank G. Wollney also said the battle was not just for the protein dollar, but for the "total food

> Wollney criticized a comonly price that "swings the consumer from beef to chicken.'' He cited a study showing that poultry con-"in the highest income class than the lowest." A Colorado survey has shown that poultry's perceived dvantages over beef are that poultry is not expensive, it's low in saturated

fats, cholesterol and visible fat, he said. The final session, titled "our Challenge," covered a including industry efficiency, new product developvances. One of the most basic "efficiencies" was described by supermarket industry consultant John the market wants at a price it wants to pay." Morris also said meat prices cannot increase over present prices

competing products. Lemmy Wilson, president of Livestock Marketing Assn., said the industry has the greatest opportunity to increase efficiency 'beyond the farm gate," in such areas as transportation, processing and distribution.

or consumers will switch to

might mean it is "too efficient," the president of the National Pork Producers

fish's popularity and contin- executive vice president of the National Cattlemen's Assn., said five ways to make beef more competitive were in the areas of better management, genetics, numarket and by leasing

> Richard D. Biglin, executive director of the American Sheep Producers Council. told the group that his definition of production efficiency was getting the best return on the investment. He noted that the sheep industry has reversed a 25-year decline in num-

John Huston, president of the National Live Stock and Meat Board, said the industry faces a "two-fold challengo," developing a funding system on a continuous busis, and doveloping effective communication programs. On the latter topic. Huston said the industry's message should stress beef's flavor, versatiacceptance, along with its convenience factors. Huston said the industry should also work with food editors and health care professionals on the other major consumer attitudes toward beef, including concerns over saturated fat and cholesterol.

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Despite beef trade, prices hold steady

THE BEARISH EFFECTS of erratic, lower beef trade were more than offset by the needs of buyers to kill requirements from the very 'current' supplies of available finished steers and heifers, reports CNS. The best demand continues to center on reduced numbers of choice steers over 1125 lb. and choice heifers over 950 lb., but supplies of these kinds are parrow enough that buyers are often forced into purchases of lighter weights.

Beef packers will slaughter Friday, but federally inspected slaughter is expected to be under 90,000 head. Slaughter steers and heifers ruled steady to higher despite the beef trade decline. Midwestern terminal markets were culter \$37-39.50. Slaughter buils, YG 1-2 \$47.50-50.50. Replacemostly 5.50-1.60 higher while most Western markets were steady to \$1 higher.

OKLAHOMA CITY STEERS md. frame #1 425-500 lb. 364.20-66.76; 600-600 lb. \$63.60-66.50; 600-700 lb. \$64-65; 700-800 lb. \$63.70-64.55; 850-915 lb. \$61.80-63. Heifers ind. frame #1 375-500 lb. \$55-60.50; 500-735 lb. \$59-61. Amarillo steers md. frame #1 300-400 lb. \$70.50-71.50; 400-500 Hz, \$65,50-66,50; 500-600 Hz, \$67-69,50; 600-800 Hz, \$63-65; 800-900 lb. \$61.50-64.50. Hoifers md. frame #1 300-400 lb. \$62,50-64.75; 500-800 lb. \$57-60.25. Dodge City steers md. frame #1 645-550 lb. \$65-67: 600-700 lb. 864,20-65,60; 700-800 lb. \$64-64.80; 800-900 lb. \$63-64.20; 900-945 lb. \$63.10-63.40. Heifers md. frame #1 400-500 lb. \$58.75-60.40; 500-600 lb. \$59-60.90; 600-700 lb. \$58.25-61; 700-800 lb. \$60-60.90.

COLORADO STEERS MD. frame #1 300-375 lb. 872,50-76.50; 400-500 lb. \$66-72; 500-600 lb. \$66.75-71; 300-750 lb. \$62.75-68; 750-925 lb. \$62.50-65.50. Heifers md. frame #1 325-500 lb. \$61.25-67.25; 500-650 lb. \$59.50-63.75; 650-825 lb. \$58.25-62. Wyoming, western Nebraska, southwestern South Dakota steers md. frame #1 £00-600 lb. \$66.50-72.25; 600-700 lb. \$64-67; 700-800 lb. \$63.75-66.50; 800-975 lb. \$61.25-65.40. Heifers md. frame #1 450-600 lb. \$58.50-63.75; 600-800 lb. \$59.50-62; 900-1000 lb. \$62-63. Montana steers md. frame #1 800 lb. \$66. Heiferamd, frame #1 700 lb, \$58. Colifornia steers md. frame #1 475-500 lb. \$66; 700-900 lb. \$63-65. Heifers md. frame #1 450-476 lb. \$56-57; 650-800 lb. \$57.50-58.50. Washington, Oregon, Idaho steers md. frame #1 300-500 lb. \$66: 700-900 lb. \$63-65. Helfers md. frame #1 450-475 lb. \$58-57: 650-800 lb. \$57.50-58.50. Washington, O4egon, Idaho steers md. frame #1 300-500 lb. \$71.75-76.50; 500-600 lb. \$65-72; 600-700 lb. \$64-70; 700-800 lb. \$65.25-67.80. Heifers md. frame #1 350-500 lb. \$62-65; 500-600 lb. \$58.50-64.25; 600-800 lb. \$58.50-62.70.

CALIFORNIA SLAUGHTER STEERS choice 2-4 1050-1200 fb. \$69-71; choice 2-3 1200-1250 lb. \$68-69; mixed-good and choice 2-4950-1075 lb. \$69-70; good 2-3 100 lb. \$70; Holsteins \$64.50-66.50. Heifers choice 2-4 950-1050 lb. \$66-68; mostly choice 2-3 1150 lb. \$66.50; mixed commercial to choice 3-4 950-1250 lb. heiferettes \$64. San Joaquin, western Nevada slaughter steers choice #3's City, lowa. 1050-1075 lb. \$69-71; choice #3 1225 lb. \$69. Heifers choice 2-4 1000-1050 lb. \$68; mixed commercial to choice 3-4 950-1250 lb. heiferettes \$64. Eastern Kansas slaughter steers choice 2-4 1050-1100 lb. \$71-71.50; choice with end good 1000-1125 lb. \$70-71; mixed good and choice 1150-1250 lb. \$68.50-69. Helfers choice 2-4 925-1000 lb. \$67.50-69; mixed good and choice 950 lb. \$68.50, Eastern Nebraska slaughter steers good to mostly choice 2-4 1025-1200 lb. \$70-71.50. Heifers good to mostly choice 2-4 900-1025 lb. \$67-68.50.

NEW MEXICO SLAUGHTER steers mostly choice 1050-1100 lb. 2-4 \$71.50; mixed good and choice 996-1125 Manager Dennis Casey lb. \$69.90-71.25; Holsteins \$65-67. Helfers mostly choice stressed that the reform act 2-3 875-925 lb. \$68-68.50; mixed good and choice 850-915 would fully protect "every lb. \$67-68; mostly good 650-800 lb. \$64-85. Montana livestock owner" in all slaughter steers good to mostly choice 2-3 1150 lb. \$69.75. marketing transactions. Washington, Oregon, Idaho slaughter steers good to The act includes stiff mostly choice 2-3 1050-1150 lb. \$69,50-71,60; 1100-1250 lb. penalties and/or imprison-\$70.25-70.50. Heifers good to mostly choice 2-8 900-1050 lb; ment for a variety of \$67.50-68.50. Colorado slaughter steers mostly choice 2-4 marketing frauds, the offi-1075-1200 lb. \$71-72; Holsteins 1300 lb. \$68. Heifers mostly clals said choice 2-4 925-1050 lb. 868.75-70. Northern San Joaquin slaughter steers mostly choice 2-3 1050-1100 lb. 369-70; 1200-1250 lb. \$2-4 \$68. Helfers mostly choice 2-8 950-975

IOWA STEERS MD. frame #1 300-400 lb. \$68,50-72; 400-500 lb. \$67.50-73.60; 500-600 lb. \$67.50-73.60; 600-700 lb., \$64.50-68.75; 700-800 lb. \$63-67.70; 800-1000 lb. \$62-64|50, Helfers 400-500 lb. \$60-84.50; 500-600 lb. \$60-64.25; 600-700 lb. \$57.50-63.75; 700-850 lb. \$59-61;

SAN ANGELO SLAUGHTER lambs choice and prime burdensome, ineffective 85-105 lb. \$68-71.50, Ewes good \$23-27; utility \$19-28; cull and costly regulatory situa-\$15-19! Spring feeder lambs choice and fancy 56-85 lb. tion which presently pre-\$82-60.50. Sioux Falls feeder pigs US 1-2 20-30 lb., valls to the detriment of a 824,50-31, 30-40 lb., \$33-39; 40-50 lb. \$37-44; 50-60 lb., profitable livestock econo-\$41-47.50; 60-70 lb. \$49-54.50; 70.90 lb. \$52.50-58.

Market sources believe cash cattle prices will begin to husinosomen from lows and Allow Mostaco description of the last of late and the last of the last of the last of the last of late and late an

CENTRAL AUCTION ROUNDUP

AMARILLO LIVESTOCK AUCTION Amarillo, Texas, June 29

600-700 lb. \$51.75-55.25; 700-800

lb. \$49-53. Slaughter cows, ut. 2-3 \$39.75-44.25; canner and

aged 700-900 lb. \$49-50.60; aged

725-B15 lb. \$44.75-47.75; middle

agod with calves \$455-490 per

McKINLEY WINTER

LIVESTOCK COMM. CO, INC.

Dodge City, Kan., June 25

5,000 head received: Feeder

stears, md. frame 1 450-500 lb.

\$83.10-83.40; fleshy 700-800 lb

\$63-64, Md. frame 1-2 775-925 lb

\$62.90-63.90. Feeder helfers, md. frame 1 400-500 lb. \$58.75-80.40; 500-800 lb. \$59-

80.90; 800-700 lb. \$58.25-81;

700-800 lb. \$60-60.90. Md. frame

1-2 600-700 lb, \$58,25-58,90.

Slaughter cows, ut. 1-2 \$40.50-

44.70; high dressing individuals

\$45.50-47.75; cutter \$39.25-

44.60; low dressing \$36-39.50. Slaughter bulls, YG 1-2 1015-

TORRINGTON LIVESTOCK

COMMISSION CO.

Torrington, Wyo., June 24 & 28

4.693 head received: Feeder

steers, choice 500-600 lb. \$68-74;

600-700 lb. \$65-68. Feeder

1760 lb. \$50.26-57.25.

young cows \$580 per pair.

ments, md. frame 1-2 m

Taxhoma, Okla., June 26 6.140 head received: Feeder logra, md. frame 1 200-300 lb. 3,697 head received: Feeder steers, 600 lb. \$63.75-65.10; 700 \$79.50-84.50; 400-500 lb. \$64.75 Ib. \$62.60-65.60; 800 Ib. \$62.50-600-800 lb. \$61.50-84; 800-900 lb. 84.60. Calves. 200-500 lb. \$60.75-81.75. Md and lg. frame 1-2 300-400 lb. \$65-67; 400-500 \$58,10-61; 600 lb. \$59.10-60.50; 700 lb. \$58.25-60.20. Calves, \$62.25-66: 500-600 lb. 200-500 lb. \$56-85. Slaughter 61-63.25; 600-800 lb. \$58-62.50; 934 lb. \$57.50. Feeder hellers. cows. \$36.50-47.50. Slaughter frame 1 200-300 lb. bulls \$48-55. \$66,50-70; 400-500 lb. \$55.75 57.50: 500-800 lb. \$58-58.75. Md and lg. frame 1-2 300-400 lb LIVESTOCK EXCHANGE, INC. \$55,75-60; 400-600 (b. \$53-55)

Brush, Colo., June 18-19

TEXHOMA LIVESTOCK

COMM. CO., INC.

steers, choice 300-400 lb. \$82-83.50; 400-500 lb. \$66-73; 500-600 lb. \$69.25-74.75; 600-700 \$63-66.50: 700-800 lb. \$63,10-65.10; 800-900 lb. \$63.35-64.10; 900-1000 lb. \$60-64.10. Feeder helfers, choice 300-400 lb. \$65.25-72.50; 400-500 lb. \$62.50-65:500-600 lb. \$58.25-63.75: 600-700 lb. \$59.50-62.60: 700-800 lb. \$57.86-62; 825 lb. \$55.25. Slaughter cows, ut. and comm. \$48-48.50; canner and cutter \$38.50-44.75. Slaughter bulls, YG 1 \$56-60.60; YG 2 \$52-56. acements, pairs \$600-690.

CLOVISLIVESTOCK MARKET, INC. Clovis, N.M., June 24

1,871 head received: Feeder steers, md. frame 1 225-310 lb. \$89-90; 400-500 lb. \$69.50-75.50; 500-600 lb. \$64-69.50; 600-700 lb. \$63.50-66; 700-800 lb. \$63.25-63.80. Md. frame 1-2 400-475 lb \$85.50-70; 500-600 lb. \$81-82.50. Feeder holfers, md. frame 1 350-500 lb. \$60-68: 500-700 lb. \$58.50-80.50. Md. frame 1-2 475-725 lb. \$57-58.90. Slaughter cows, ut. and comm. 2-4 \$40-45; cutter \$35-40. Slaughter bulls, YG 1-2 1180-1590 lb. \$50-59; Individual YG 1 2285 lb. \$80.25. Replacements, pairs \$450-

reform act, removing this

The current method for

judicial process which de-

prives honest marketmen

... of their rightful busi-

ness freedom and honest

The current system also

"stifles initiative and deve-

lopment to meet the

marketing needs" which

the livestock industry

ment said.

"sorely needs," the state-

Van Hooser and Olsen,

The LMA officials told the

es. These small businesses

marketing regulations, the

It is essential that the

businesses involved in this

substantial commerce exert

bold leadership cou-

pled with deliberate, in-formed action by the U.S.

Congress. We have the

former and we plead for the

slatement said.

jurisdictional change.

competitive enterprise."

officer of the USDA.

LMA says P&S regulations damage livestock economy "Burdensome, ineffec- called for giving federal

tive and costly" Packers district courts original jurisand Stockyards regulations diction over all civil and are hurting the entire criminal matters under the livestock economy, marketing sector spokesmen told a jurisdiction from the judicial House Agriculture subcommittee recently in Sioux

a joint statement is "a gross abuse of the before the livestock, dairy and poultry subcommittee, spokesmen for Livestock Marketing Assn. (LMA), Kansas City, Mo., called for Congressional passage of LMA's Livestock Marketing Reform Act.

The statement of LMA General Manager C.T. "Tad' Sanders and Assistant Denalties and/or imprison.

The LMA officials also noted the current internal review of existing Packers and Stockyards regulations and policy statements, and the recent announcement that P&S is being reestablished as an independent agency.

But, the statement said, 'neither of these actions, offer any solution to the

latter," the statement said.

FMPORIALIVESTOCK SALES halters, choice 500-600 lb. \$60-64; 600-700 lb. \$60-62. Slaughter cowe, ut. and comm. Emporia, Kan., June 26 \$43-47. Slaughter bulls, YG 1 1,476 head received: Feeder

steers, choice 250-500 (b. \$65-68; good \$63-65; common \$61-64. Good and choice 500-650 lb. \$64-68; common \$60-61; 650-850 lb. \$64-66; common \$56-58; 350-1100 lb. \$63-64; \$65-56. Feeder helfers, choice 250-450 lb. \$59-60; good \$55-57; common \$53-55. Good and choice 450-650 lb. \$69-80; common \$56-57; 650-800 lb. \$60-61.50; common \$54-55. Slaughter cows, helfer ettes \$53-56; ut. \$42-46; comm \$35-38; canner and cutter \$38-40. Slaughter bulls, ut. \$51-55; canner and cutter \$49-50; steers and heifers 750 lb. and heavler \$62-63. Replacements, slock cows \$48-50; pairs \$500-575;

PORT CITY STOCKYARDS Sealy, Texas, June 25

stocker buils 500-700 lb. \$59-62;

700-100D lb. \$55-67.

1,418 head received: Feeder steers, md. frame 1 200-250 lb. \$85-93; 250-300 lb. \$80-85; 300-350 (b. \$75-80; 350-400 (b. \$89-75; 400-450 lb. \$64-69. Lg frame 1 400-450 lb. \$66-72; 450-500 lb. \$64-67; 500-550 lb \$63-66. Md. frame 2 250-300 lb.\$77-84; 300-350 lb. \$72-77; 350-400 lb. \$87-72; 400-500 lb \$62-67. Lg. frame 2 500-600 lb. \$80-63; 825-780 lb. \$55-80. Sm. Irame 2 350-450 lb. \$60-65. Feeder helfers, md. frame 1-2 225-300 lb. \$63-67; 300-400 lb. \$59-63; 400-500 lb. \$58-61.50. Lg. frame 1 425-625 lb. \$57.50-60.50 Sm. frame 2 300-400 lb. \$55-60. Slaughter cows, ut. 2-3 \$42-45.50; cutter 1-2 \$39-43; canner 1200-1600 lb. \$52-57

CENTENNIAL LIVESTOCK AUCTION Fort Coilins, Colo., June 25

784 head received: Feeder steers, md, frame 1-2 400-485 lb. \$71-72; 500-657 lb. \$62-86; 717-812 lb. \$63-64.35: 865-985 lb \$82,65-63. Feeder helfers, moframe 1-2 295-575 lb. \$59-64.50; 640-660 lb. \$59.85-60.25; 735-795

50-69 lb. \$34-38 each; amail piga \$15-22 each. —Complied



LONGHORN LADY—Champion heifer at the 1981 Re McCombs Longhorn Futurity was shown by J.G. Phillips Jr. of West Columbia, Texas. This colorful female was purchased later in the day by Randy Sharwell, House or \$13,000. (Staff photo by Lee Pitts)

Obituaries

LMA's law firm of Deas, ORVILLE STUBER

Orville Stuber, Bowman, N'D' rancher and implement dealer, died recently at St. Lükes Tri-State Hospital. He was 75. Kansas City, also filed a statement supporting the Born in St. Michael, Neb., to J.C. and Anna Stube

subcommittee that LMA to North Dakota in 1909.
Stuber graduated from Bowman High School in 1924, in 1927, stock markets, dealer/brok- he married Annette (Gausemai) and the couple ranched until the er and stockyard businessfall of 1958 when they moved to

merchandise U.S. livestock owman. Stuber was a member of the valued at \$53.6 billion in Cash School Board; the Cowboy Hall of Fame; the Township Board; the Farm Bureau; the North Dakota Stockman's Assn.; 1980, "reflecting the sizeable part of the nation's agricultural economy directly affected" by current --- REGISTERED DEVON CATTLE ---

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American Hereford As the Elks; and the National Call

men's Assn.
He received the National N

of Fame award and Agriculturalist Award

Agriculturalist Affair Oliver

Award in 1980 and the Portraits a Cattlemen award from the Western Livestock Journal in 1980

Survivors include his w

Survivors Include ns 502 Annelts, Bowman: 3 502 Russel, Roger and Richard, slid Bowman: 10 grandohlloren sub great-grandchildren. He 122 preceded in death by 8 142

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Office: 615/623-8721

lb. \$61-61.25. Thinly mulcledle 2 400-650 lb. \$53-58.50. Slace ter cows, high yielding \$48-4) y md. \$41.45; thin \$37-41;

\$32-40; hellereites \$50 % Slaughter bulls, \$54-58; full ? thin \$46-50. Replacement pairs, md. and ig. frame 975-12: ib. mixed age with 125-250 calves \$585-675; 800-950 lb. 75-175 lb. calves \$455-580 p

> EL PASO LIVESTOCK AUCTION El Paso, Texas, June 23

714 head received; Feely steers, choice yearling 4505% lb. \$60-65; good to md. \$554; Calves, choice 250-400 g \$72.50-85; crossbred \$72.5081 Feeder heliers, choice 450-800s \$57-80; good to md. \$52.503; Calvas 250-400 lb. \$62.507; crossbred \$82.50-75. Slaughty cows, ut. and comm. \$42.50% standard \$55-60; canner as cutter \$35-43. Slaughter buil \$52.50-57. Replacements, stock er cows \$40-50; stocker be: \$52.50-62.50; pairs \$390-650.

SHEEP CENTENNIAL LIVESTOCK AUCTION CO. Fort Collins, Colo., June 24

1.049 head received: She spring lambs 98-110 lb. \$70% 71.50; 85-90 lb. \$65.25-68; 65% lb. \$67-68. Ewes, \$15.50-17 cat Slaughter bucks \$15-21 Lam 40-50 lb. \$35-38 each; but \$17-30 each. Goats, nanny'supt \$45; others \$25-35 each; ki \$7.50-15 each; middle sized gor \$16-24 each.

> HOGS CENTENNIAL LIVESTOCK AUCTION CO. Fort Collins, Colo., June 24

162 head received: H \$47.50-48.25. Big sows 41.75; thin sows \$38.50-39.50 Boars \$41.75-42. Weaner Ply

11 Livestock Wanted 138 Farm and Renots Apprelsal Management 130, Storije špace for Sale 13 Parms, Ranches for Rais Ranches for Rent or Lease 5 Ranches or Pasture Wanted 6 Real Estate for Trade 7 Patture Avellable if Hey, Feed, Seeds 19 Business investment 19A Livestock Loans

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Congress considers newest reform bill

as saccharin makes clear

that food safety laws need

greater flexibility. Such

flexibility will allow food

The legislation is expect-

ed to draw opposition from

consumer groups, many of

which support the Delaney

amendment in its current

form and want no change, or

only minimal change in

ICC seeks views

The Interstate Commerce

Commission (ICC) has

asked for public comments

for use in compiling a study to assess the success of the

Motor Carrier Act of 1980 in

eliminating extortion in the

loading and unloading of

trucks transporting perish-

able commodities such as

meat and vegetables, re-

current food statutes.

federal regulators to regulate their use according to their relative risks and benefits.

The bill requires food safety decisions to be based on judgment of an additive's risk to humans and permits, but does not ments.

The legislation would somewhat weaken it by excluding food additives deemed to pose no significant health threat to humans. The Delaney Clause of the Food, Drug

and Cosmetics Act requires a total ban from the U.S. food supply of additives shown to cause cancer in laboroatory animals.

According to Hatch, current food safety statutes are antiquated, because they sometimes force regulatory agencies to make decisions widely perceived as irrational or against the public interest. He said that oecause absolute safety is impossible to achieve, food safety law should instead concentrate on identifying ports CNS.

TOM PENDLETON

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get the momentum going-for the sales you want.

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(Continued from page 1) efforts. He also stressed the population. A top 20 market important to a key market need for a consumer campaign, reaching 45% of

To achieve the goals tance of "consistency and outlined in its presentation. coordination." the marketing firm esti- summarized the presentamated it will cost the beef tion by saying he feels the industry \$7.8 million for a beef industry is at the point campaign in the top ten where it must ask, "If not

505/389-5321. -----GEAR

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Callfornia preferable—Butte, Nevada, Placer, Sierra, Tehama. or Yuba Countles. 916/432-1875. BLIND BOX ADVERTISERS: By the word ads count 5 additional words ANO include \$2 00 PER INSERTION for the cost of for-

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attitudes and awareness the population, would ex-Management Horizons The firm included benchrecommended that the mark and measurement

industry spend its advertis- studies in its figures as well ing dollars with television as funds for research and and magazines in the industry communications cool/cold weather months which will "let the rancher and with radio and bill- know how his money is boards in the warm/hot being spent." months.

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AUXILIARY MEETS-Members of the American Hereford Auxiliary board of directors met in Kansas City recently to formulate plans for the coming annual meeting to be held in November. Part of the two-day session was devoted to long-range planning for the active 1,000-member organization. The American Hereford Auxiliary is made up of women interested in furthering and promoting the Hereford breed and in support of youngsters interested in Hereford cattle.

Current food safety laws generally are based on the premise that ingredients that do not pose a zero-risk of harm should not be present in foods.

The legislation is expect.

Ohio marketing firm outlines

\$7.86 million ad campaign

The overall positioning theme, the statement which will be carried in every promotional message, should center around the concept of value, Talarzyk added. The other appeals can be tied in with that theme in various ways.

Ron Cowman told the group that, due to a lack of sufficient information concerning beef consumption patterns, there are no benchmarks by which the industry can rate the success of its advertising

FENCE POSTS

V-MESH FENCE 58"-12% ga. 10 Rod Rolls (165") \$199.00 per Roll 300/824-5923 Out of State 800/962-8308 California

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FENCE POSTS

POSTS: 10" by 14". Sawn, heart redwood, hundred 7", seventeen 16" can be resawn. 707/433-3178. RANCH FENCING: Robert Snow, Box 34. Granite Station, Bakerefield, CA 9330; 805/399-4863, after 8 p.m.

tors, 714/356-4723, after

Direct from manufacturer Timbercraft, Box 1010; Hayden Lake, ID 83835. 208/772-5918. AGRI-FENCE: Specializing in the installation of high tensile and electric fencing for all types of fivestock and for product, deer and rebbit control P.O. Box 521. Rough & Ready, CA 95975. 916/273-5492. FDA to propose voluntary labeling (Continued from page 1) linked with hypertension and heart discuse. That link has caused some health experts to advocate sodium

> restrict their sodium consumption. The FDA has jurisdiction over labeling requirements for most food, except meat. The USDA has jurisidiction over the labeling of meat and poultry products.

content labeling of foods as

an aid to help consumers

Donald Houston, administrator of USDA's Food Safety and Inspection Service told the group that USDA had written to meat and poultry groups urging voluntary sodium labeling and reduction in the amount of sodium used in processed most and poultry products. He said USDA generally is following the same course on sodium labeling as FDA.

The USDA letter, signed by Assistant Agriculture Secretary C.W. McMillan. states that USDA believes. the meat and poultry industry should be given the opportunity to increase its use of voluntary sodium labeling before USDA gives ncreased consideration to the issue of mandatory sodium labeling.

Work out your own salvation. Do not depend on markets. Such a campaign now, when? If not us, others. would reach 1/3 of the U.S. who?"

-Buddha

25A

ALUMINUM GOOSENECKS pert School of Auctioneering, Inc., Box 189, Decatur, Indiana AC0033, Free Catalog. Term —Trailers — 6 to 28 foot long. Built, by Ba it for Corwin Trailer Sales. 16141 \$. 99 Manteca, CA 95336

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dvantages of the classified regular display ad Write the word MAD on your ad order copy, underline the words you profer in boldfece, count the words, figu the cost and add \$1.00 per Insertion to take advantage of going MAD.

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cood the \$11 million mark.

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Talarzyk

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250 HEAD OUTFIT

product 2,200 to 2,700 tons alfalla hav.

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Price. \$870,000 Terms considered Write; R. BROWN, Box 186, Wells

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NORTHERN ELKO COUNTY 2,000 Acres grazing and recreation lend. Located less than 10 miles from Wild Horse Reservoir Pasture 300 head cattle for summer grazing season. Live atream runs length of property. County road access. Exce ant summer home site. Priced at only \$150 per acre. Terms to qualified

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Farm is 35 miles east of Cheyenne

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nd all the extras of a working cattle ranch.

This cattle raisin is a hope nexpe

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107 Acres. The present owner has taken both deer and

Now run as a guest ranch, could be a hunting set-up supreme.

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707 acres which includes 200
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2, nice homes, plenty of water,
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> 840 agree to 3,800 agree. \$475.00 to \$580.00 per acre.
> MANGELS REALTY

> > OKLAHOMA

746 Acres Improved deed

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) 62 Sections, state, BLM and p vate leases. Well belanced wi \$550,000 with good terms Livestock evallable
Contact: Dave Hastings

To Go MAD

(Continued from page 1) a special category, allowing Hatch said FDA's inability to deal effectively with controversies surrounding the use of substances such

regulation to keep up with advances in technology, he require regulators to use risk-assessment techniques in arriving at such judg-Current food safety laws retain the controversial Delaney Clause but would

Joe Hall, Broker

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around stream, 15 ponds, 2 drilled wells, 800 acres in pasture, 150 in bottom, 1 bedroom home. \$490,000 HOMESTEAD REALTY, 611 Business 60 West, Mountain Grove, MO 65711. Phone 417/926-6422. CENTRAL MISSOURI FARM

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319 Acres of good pasture len and hay meadow localed in Hughes County, Oklahoms on on 3 sides, 3 bedroom, fram home, adequate alock water, alon, \$182,000. HALL LAND CO., INC.

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main pastures, heavily added gamma and blue stem grassel and abundant whiter browses. HASTINGS & COMPANY

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